

RJ REYNOLDS

TOBACCO COMPANY

COPY

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July 18, 1997

RJR Account #468800

Mr. R. Honahan

NORTH COUNTRY CANDY & TOBACCO

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Rick:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 17 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	1
Light Men 100	12300-22592	1
Light 100	12300-22589	1
FF 100	12300-22590	1

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH

DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9
CARTONS PER DISPLAY.

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: September 8, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

\$574.59

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-2-

B2G1F

NORTH COUNTRY CANDY & TOBACCO

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$19.60 (1.4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162201

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

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Here's A September Offer That's Sure To Please: Buy Two Packs And Get One Free!

This "Buy 2 Packs - Get One Free" promotion is always popular with customers. For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.



This impactful Window Poster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



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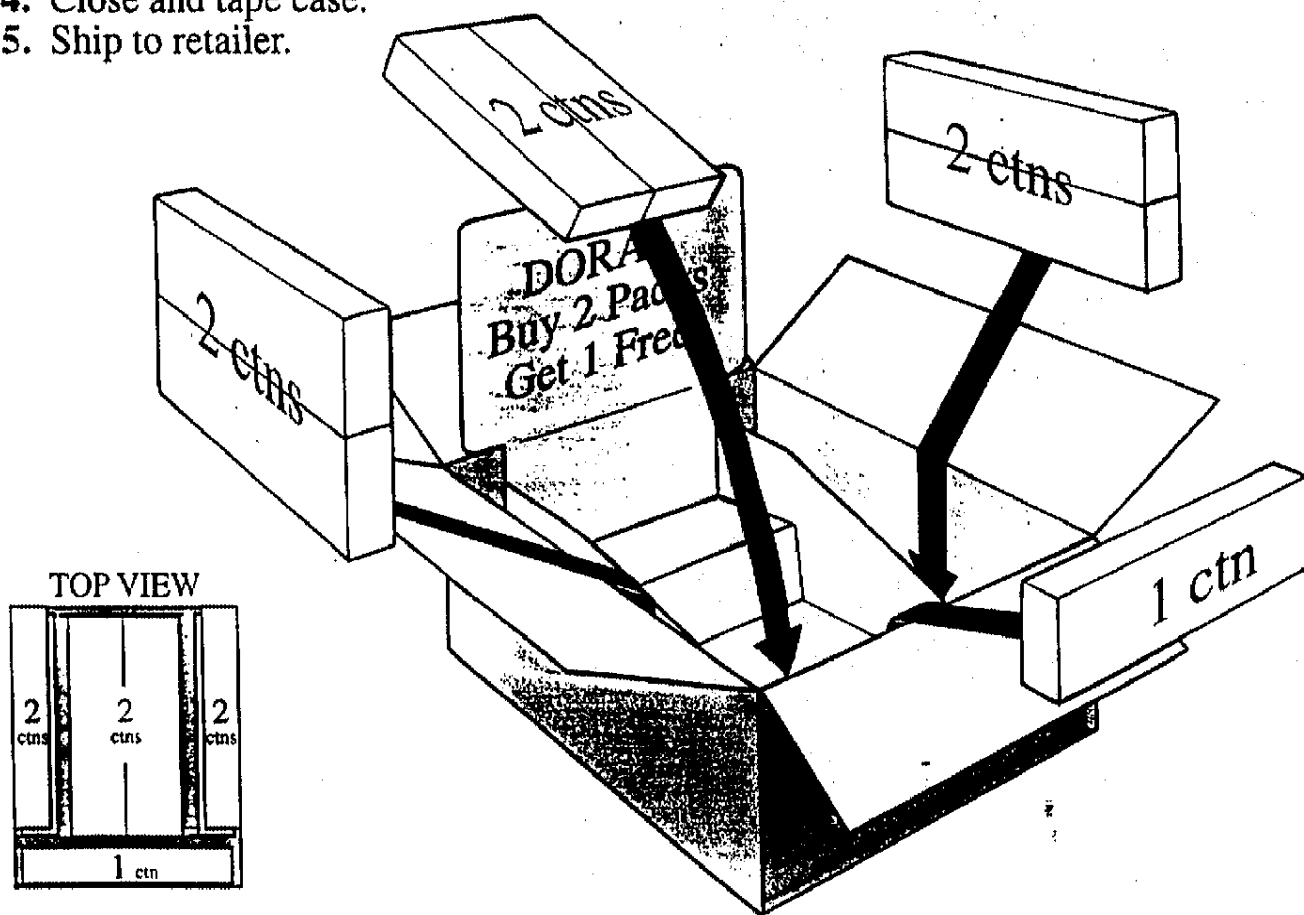
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR '97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	<i>Light</i>	<i>LT MEN 100</i>	<i>Light 100</i>	<i>ff 100</i>		
Number of Cartons						

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 4
DATE: 97-06-30
TIME: 09:21 AMWHOLESALE : 468800 NORTH COUNTRY CANDY <DIRECT>
TEMPLATE : 701143 70900 DOR B2G1F SEPT
TEMPLATE SEQ : 0014
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	530068	SEVEN TO ELEVEN M M	ROUTE 3	SARANAC	NY	12981	1				(518)293-1140
162201	162239	763029	HEUVELTON DELI	ROUTE 812	HEUVELTON	NY	13654	1				(315)344-7039
162201	162239	089125	MAIN STREET MOBIL	CORNER MAIN & MIN	CANTON	NY	13617	3				(315)386-8652
162201	162239	171471	CALENDER'S MARKET	526 FACTORY ST	WATERTOWN	NY	13601	4				(315)782-9754
162201	162239	347244	M & M MARKET	23 HAILESBO RO ST	GOUVERNEUR	NY	13642	4				(315)287-2978
162201	162239	423718	COLTON MINI MART	BOX 111 - RT 56 &	COLTON	NY	13625	1	NYS			(315)262-1100
162202	162239	541936	SACKETS HARBOR GEN	240 DODGE AVE	SACKETS HARBOR	NY	13685	1				(315)646-2235

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 15

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 15

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